

## Message Text

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16

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 006579

P 040545Z MAR 75  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 8399

UNCLAS TOKYO 2768

FOR OIM/WELCH

E.O. 11652: N/A  
TAGS: BEXP, JA  
SUBJECT: TC AUGUST OCEANOGRAPHIC EQUIPMENT SHOW

REF: (A) TOKYO 1633: (B) TELCON MIYAKAWA/MILES FEB 26;  
(C) MIYAKAWA/STRONG LTR FEB 26

1. REFTEL PARA TWO: KEN YANAGISAWA, CHIEF EDITOR, NIHON KOGYO SHIMBUN, HAS ACCEPTED ROBERT WATKINS' PROPOSAL FOR USDOC REPRINT BUSINESS JAPAN, DEC 1974 EDITION. HE DESIRES USDOC REPRINT NOT ONLY SPECIAL REPORT BUT ALSO SURVEY (TWO PAGES) AND INTERVIEW (ONE PAGE) INCLUSIVE. YANAGISAWA HAS TELEXED HIS WASHINGTON OFFICE TO THIS EFFECT.

2. REFTEL PARA THREE: TC AIR POUCHED 300 COPIES SECOND CIRCULAR THIRD INTL OCEAN DEVELOPMENT CONFERENCE (ENGLISH EDITION) TO WELCH MARCH 3.

3. REFTEL PARA FOUR AND REFTELCON: TC HAS POSTPONED FINAL ARRANGEMENTS FOR JOINT PROMOTION WITH JMA PENDING RECEIPT RESULT OIM INDUSTRY POLL SUBJECT SHOW. PLS ADVISE ASAP.

4. REFLTR INFO INADEQUATE, PLS PROVIDE ELABORATION FOLLOWING POINTS BY CABLE SOONEST: (A) TO DETERMINE THAT A FIRM IS ESTABLISHED IN THE MARKET AS THE RESULT OF THREE YEARS' MARKETING ON A "SUSTAINED BASIS," WHAT  
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IS OIM DEFINITION OF "SUSTAINED BASIS"? (B) PLEASE DESCRIBE

IN DETAIL DIFFERENCE BETWEEN AN ESTABLISHED FIRM THAT  
WILL PAY A CONTRIBUTION OF \$2,600 AND A "LOCAL COOPERATOR"  
THAT WILL PAY A CONTRIBUTION OF \$500. (D) SINCE IT IS NOT  
POSSIBLE IN EARLY STAGES OF SOLICITATION TO KNOW THE TOTAL  
NUMBER OF PARTICIPANTS, PLS CONFIRM THAT 20 PERCENT  
DESCRIBED REFLTR IS SIX (ASSUMING TARGET NUMBER OF  
PARTICIPANTS TC EXHIBITION IS TWENTY-EIGHT) EVEN IF TOTAL  
PARTICIPANTS AT CLOSE PROCUREMENT FALLS SHORT OF  
TARGET NUMBER, THUS RAISING RATIO LOCAL COOPERATORS  
TO ESTABLISHED AND NONESTABLISHED FIRMS. (D) IF A FIRM  
HAS MARKETING ONE OR SEVERAL PRODUCTS ACCORDING TO OIM  
DEFINITION OF SUSTAINED BASIS FOR THREE YEARS, DOES IT  
QUALIFY FOR ONE ESTABLISHED \$900 CONTRIBUTION IF IT  
EXHIBITS A PRODUCT OR PRODUCT LINE (PLS SPECIFY WHICH)  
IT HAS NOT MARKETING ON A SUSTAINED BASIS FOR THREE  
YEARS? (E) PLS ADVISE POLICY RE MULTI-ACCOUNT PARTICIPANTS.  
CAN SUCH A PARTICIPANT STILL DISPLAY PRODUCTS OF FIVE  
MANUFACTURERS FOR ONE CONTRIBUTION, AND, IF SO AND  
FIFTY PERCENT OF THESE ARE ONE ESTABLISHED, DOES THE  
\$900 CONTRIBUTION APPLY?  
HODGSON

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